What is claimed is:

1.   In a product search engine, a method for displaying search results in response to a search query comprising:

obtaining a product search query generated by a user;

responsive to the query, obtaining search results comprising a set of links each associated with a web document determined to be relevant to the query;

generating the set of links for display according to a plurality of user-selectable formats.

2   The method of claim 1, wherein the plurality of user selectable views includes a list view and a grid view.

3.   The method of claim 2, further comprising:

associating at least one advertisement with the query; and

generating the advertisement for display in the list view.

4.   The method of claim 1, further comprising:

for each of the set of links, generating a first set of cues for output in a first one of the plurality of user-selectable views, and generating a second set of cues for output in a second one of the plurality of user-selectable views.

5.   The method of claim 4, further comprising generating the first set of cues for output as a first type of media and the second set of cues as output as a second type of media.

6.   The method of claim 4, further comprising generating the set of cues for output as text, and generating the second set of cues for output as a truncated version of the first set of cues.

7.   The method of claim 5, further comprising generating the set of cues for output as an image.

8.   The method of claim 5, further comprising generating the first set of cues for output as audio.

9.   The method of claim 5, further comprising generating the first set of cues for output as text.

10.   The method of claim 3, further comprising generating no advertisement for display in the grid view.

11.   The method of claim 3, further comprising generating the advertisement for display if the grid view is selected.

12.   A method for providing use-selectable views of search results by a product search engine comprising:

displaying a set of search results relevant to a product search on a first search result page, the set of search results displayed in accordance with a first view; and

providing a link on the search result page to a second search result page, the second search result page for displaying the set of search results in accordance with a second view.

13.   The method of claim 12, wherein the first view is a list view wherein the set of search results are displayed in a single column.

14.   The method of claim 13, wherein the second view is a grid view wherein the set of search results are displayed in a plurality of columns.

15.   The method of claim 14, wherein an amount of textual information displayed in conjunction with a search result of the set of search results in the second view is relatively less than in conjunction with the search result in the first view.

16.   In a product search engine, a method for displaying search results comprising:

generating a set of search results in response to a search query; and

displaying the set of search results as a grid of two or more columns on a search result page.

17.   The method of claim 16, further comprising displaying an associated picture for

one or more of the results in the set of search results.

18.   In a specialized search engine, a method for outputting specialized search results

comprising:

        generating a set of search results in response to a search query;

        outputting a first set of cues for one of the set of search results upon selection of a

first search result output mode by a user; and

        outputting a second set of cues for the one of the set of search results upon

selection of a second search result output mode by the user.

19.   The method of claim 18, wherein the first and second search result output modes

correspond to different display views of the set of search results.

20.   An apparatus for searching a database in response to a search query comprising:

        a storage area to store a set of instructions; and

        a processor, coupled to the storage area, to execute the instructions which cause

the processor to:

                obtain a set of search results from a database in response to a query; and

                generate the set of search results for output in a first format, wherein a first

set of cues are output for one of the set of search results; and

                generate the set of search results for output in a second format, wherein a

second set of cues are output for one of the set of search results.

21.   The apparatus of claim 20, wherein the first set of cues and second set of cues differ with respect to an amount of text included in each.

22.   The apparatus of claim 21, wherein the query is product-related and the second format includes displaying the set of search results in a grid format in one of the set of search results includes a pictorial representation of a product associated with that result.

23.   A product search engine system comprising:

means for generating product-related search results in a first output format; and

means for generating product-related search results in a second output format.

24.   The product search engine system of claim 23, wherein the first output format includes displaying the product-related search results in a grid format comprising two or more columns.